

## **Mission, Vision, and Goals for a National Heritage Area in the Sacramento-San Joaquin Delta**

### **PROPOSAL May 2011**

*This document contains proposals for the mission, vision, and goals for a National Heritage Area (NHA) in the Sacramento-San Joaquin Delta (Delta). After public review and subsequent modification, this document will be incorporated into the Delta NHA feasibility study. Input from local stakeholders is highly encouraged. Interested persons can email comments to Alex Westhoff of the Delta Protection Commission at [alex.westhoff@delta.ca.gov](mailto:alex.westhoff@delta.ca.gov) or call (916) 776-2290, no later than July 15<sup>th</sup>, 2011. This document will also be discussed at a public meeting which will be scheduled for mid-July, 2011.*

#### **Mission**

The mission of a Delta NHA will be to recognize, enhance and promote 'Delta-as-place' in order to help cultivate and retain appreciation and understanding by residents and visitors of the Delta as both an ecological and a cultural landscape, while increasing opportunities for economic development, branding of Delta products, and public access, consistent with existing land uses and activities in the Delta.

#### **Vision**

The Delta NHA will be a regional network of partner sites, located on existing public properties, or on private properties with the voluntary consent and involvement of the landowners. The partner sites will have interpretive/educational components and serve as the primary attractions for persons to experience the Delta NHA. In addition to the partner sites, visitors will also likely patronize local markets, restaurants, hotels, campgrounds, etc.

Projects which recognize, enhance and promote 'Delta-as-place' will be undertaken at the partner sites, and could include historic preservation and interpretive signage. Visitor's maps of the partner sites can be made available at local Delta shops, as well as at outlets in surrounding urban areas. Waterways of the Delta will be identified as the key corridors to connect the partner sites, and water-based transportation will be promoted as the primary method of travel, utilizing public docks and boat ramps throughout the Delta NHA.

## **Goals**

- Brand the Delta as a region of national stature to educate the public about the significance of 'Delta-as-place' and build more support in preserving, protecting and enhancing the Delta.
- Assist with economic development of the Delta by drawing visitors to designated partner sites, as well as surrounding businesses.
- Promote heritage tourism and recreation, aligned with existing activities, infrastructure, and land uses in the Delta, and develop necessary visitor amenities in the Delta, such as public restrooms, garbage receptacles, and directional signage.
- With the consent and involvement of willing landowners, undertake historic preservation projects at partner sites.
- Develop interpretive signage at partner sites to educate the public about the Delta's natural and cultural heritage.

*For more information on the feasibility study for a National Heritage Area in the Sacramento-San Joaquin Delta, please see: <http://www.delta.ca.gov/heritage.htm>*